



VISAGAR
you dream, we create

20th October 2015

The Bombay Stock Exchange Limited Corporate Communication Department, Dalal Street, Fort Mumbai - 400001 BSE Scrip ID - VIVIDHA BSE Scrip Code - 506146	The National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051 ISIN Code- INE370E01029
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Sub: **Opening of VIVIDHA showroom at Mumbai & Launch of Home Based Opportunity (HBO) Scheme**

We are pleased to announce opening of our newest VIVIDHA showroom in Andheri, Mumbai. This is the Company's 14th retail showroom and first showroom in the Mumbai city. The showroom was inaugurated by the Company's MD, Shree Tilokchand Kothari on 18th October.

The Company has launched its Home Based Opportunity Scheme (HBO) for aspiring women entrepreneurs - an initiative to empower women, promote and enable successful home based businesses. The scheme will be operated from the Mumbai VIVIDHA Showroom. This endeavour will eliminate the need for wholesale channel and empower members with credit period, exchange and refund benefits on the products they choose to deal in.

The Scheme:

To become a HBO member and start her business, the woman would be required to bring in a minimum investment of Rs. 25,000/-. This being a semi-refundable deposit, against which, the company would provide her a stock of approximately Rs. 31,000/- (at factory prices) to be sold using her network. Members will get 10 days facility to return the goods and take refund (upto Rs. 15,000/-) of their deposits and a 20 day credit to settle the bill. If the members clear the entire bill within 15 days without taking refund, the member would be entitled to a pre-payment bonus.

This way, an aspiring woman can effortlessly start her business with minimum entry barriers and a range of facilities and earn pride and respect amongst her family members and social circle by realizing dreams of owning and managing a successful ethnic wear home based business.

The HBO Scheme will aim at facilitating and encouraging women entrepreneurship. We intend to provide the goods at factory rate to enable maximum profit margins to enterprising women.

The Company projects a gradual but mass participation in this scheme which will be rolled out one-by-one in metro cities, starting from Mumbai. From the Mumbai centre within the first 12 months, we project a minimum of 500 members enrolled and purchasing regularly through us within the HBO scheme and expect a turnover of Rs. 50-70 million.

VISAGAR POLYTEX LIMITED



To learn more about our scheme, check out the collection or simply visit us, contact us:-

Telephone: 9029999022 (Call or Whatsapp)

Email Id: hbo@visagar.com

Showroom: Shop No 3, Vidhya Villa Compound, Near Sarvodaya Restaurant, Old Nagardas Road, Andheri (E). Mumbai – 400069.

Store Timings: 10:30 am to 8:30 pm (Monday Closed)

